

AMENDMENTS TO THE CLAIMS

Claims 1-11. (canceled)

Claim 12. (New) An information receiving device for viewing programs,
comprising:

- receiving means for receiving a program for viewing by a viewer;
- determining means for determining whether said program is a commercial program or a pay program;

wherein if said program is determined as said commercial program:

- display means for displaying the commercial program to said viewer and a response request if the commercial program includes a response request;
- said receiving means receiving a viewer response from the viewer in response to said response request of the commercial program;
- operating means for adding points corresponding to the commercial program to a present points value if said viewer response is received; and
- a memory for storing said present points value, a commercial ID corresponding to the commercial program, and said viewer response;

wherein if said program is determined as said pay program:

- said display means displaying said present points value from said memory and a points payment request for the pay program;
- said operating means subtracting points corresponding to the pay program from the present points value stored in said memory if said points payment request is approved by the viewer; and

said display means displaying the pay program to the viewer.

Claim 13. (New) The information receiving device according to claim 12, wherein said display means displays said response request when the commercial program has been viewed in its entirety by the viewer.

Claim 14. (New) The information receiving device according to claim 12, further comprising transmission means for transmitting the viewer response, the present points value, and the commercial ID stored in said memory.

Claim 15. (New) A method of viewing programs, comprising:
a receiving step of receiving a program for viewing by a viewer;
a determining step of determining whether said program is a commercial program or a pay program;

wherein if said program is determined as said commercial program:

a commercial program displaying step of displaying the commercial program to said viewer and a response request if the commercial program includes a response request;

a response receiving step of receiving a viewer response from the viewer in response to said response request of the commercial program; wherein if said viewer response is received:

an operating step of adding points corresponding to the commercial program to a present points value stored in a memory; and

a storing step of storing said viewer response, said present points value,
and a commercial ID corresponding to the commercial program in said memory;
wherein if said program is determined as said pay program:
a payment displaying step of displaying said present points value from said
memory and a points payment request for the pay program;
wherein if said points payment request is approved by the viewer, points
corresponding to the pay program are subtracted from the present points value stored in
said memory; and
a pay program displaying step of displaying the pay program to the viewer.

Claim 16. (New) The method according to claim 15, wherein said commercial
program displaying step displays said response request when the commercial program has been
viewed in its entirety by the viewer.

Claim 17. (New) The method according to claim 15, further comprising a step of
transmitting the viewer response, the present points value, and the commercial ID stored in said
memory.